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| TRANSMITTAL F   | OPM  | Application No.          | 10/043,888   |  |  |
| MADEUM  |  | Filing Date              | January 10, 2002   |  |  |
| (to be used for all correspondence after  | er initial filing)   | First Named Inventor     | Jonas L. Steinman  |  |  |
|   |  | Art Unit                 | 3622   |  |  |
|   |  | Examiner Name            | Arthur D. Duran  |  |  |
| Total Number of Pages in This Submission  | n 16   | Attorney Docket Number   | 6560P015   |  |  |
| ENCLOSURES (check all that apply)   |  |                          |  |  |  |
| Fee Transmittal Form  | Drawing(s)   |                          | After Allowance Communication to TC                            |  |  |
| Fee Attached  | Licensing-r  | elated Papers            | Appeal Communication to Board of Appeals and Interferences     |  |  |
| Amendment / Reply   | Petition   |                          | Appeal Communication to TC (Appeal Notice, Brief, Reply Brief) |  |  |
| After Final Affidavits/declaration(s)   | Petition to 0<br>Provisional                                   | Convert a<br>Application | Proprietary Information  |  |  |
| Extension of Time Request   | Power of Attorney, Revocation Change of Correspondence Address |                          | Status Letter  |  |  |
| Express Abandonment Request   | Terminal Disclaimer  |                          | Other Enclosure(s) (please identify below):                    |  |  |
| Information Disclosure Statement  | Request for Refund   |                          | Return Postcard  |  |  |
| PTO/SB/08   | CD, Numbe  |                          |  |  |  |
| Certified Copy of Priority Document(s)  | Lands  | cape Table on CD         |  |  |  |
| Response to Missing Parts/<br>Incomplete Application  | Remarks  |                          |  |  |  |
| Basic Filing Fee  | Remarks  |                          |  |  |  |
| Declaration/POA   |  |                          |  |  |  |
| Response to Missing Parts under 37 CFR 1.52 or 1.53   |  |                          |  |  |  |
| SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT  |  |                          |  |  |  |
| Firm Jennifer Hayes, Reg. No. 50,845  |  |                          |  |  |  |
| BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN LLP  |  |                          |  |  |  |
| Signature   |  |                          |  |  |  |
| Date April 9, 2008  |  |                          |  |  |  |
| CERTIFICATE OF MAILING/TRANSMISSION   |  |                          |  |  |  |
| I hereby certify that this porrespondence is being deposited with the United States Postal Service on the date shown below with sufficient postage as first class mail in an envelope addressed to: Mail Stop AF, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450. |  |                          |  |  |  |
| Typed or printed name Carrie Boccaccini   |  |                          |  |  |  |
| Signature Off April 9, 2008   |  |                          |  |  |  |

| / | OIPE 42         |
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|   | Applicant claim |
|   | TOTAL AMOUN     |
| Ī | METHOD OF I     |

## Complete if Known TRANSMITTAL **Application Number** 10/043,888 Filing Date January 10, 2002 nt fees are subject to annual revision. First Named Inventor Jonas L. Steinman **Examiner Name** Arthur D. Duran is small entity status. See 37 CFR 1.27. 3622 Art Unit NT OF PAYMENT (\$) 0.00 Attorney Docket No.

| METHOD OF PAYMENT (check all that apply)   |  |  |  |  |  |  |
|--|--|--|--|--|--|--|
| □ Check □ Credit card □ Money Order ☒ None □ Other (please identify):  |  |  |  |  |  |  |
| Deposit Account Deposit Account Number: 02-2666 Deposit Account Name: Blakely, Sokoloff, Taylor & Zafman LLP   |  |  |  |  |  |  |
| For the above-identified deposit account, the Director is hereby authorized to: (check all that apply)   |  |  |  |  |  |  |
| ☐ Charge fee(s) indicated below ☐ Credit any overpayments  |  |  |  |  |  |  |
| Charge fee(s) indicated below, except for the filing fee Any concurrent or future reply that requires a petition for   |  |  |  |  |  |  |
| Charge any additional fee(s) or underpayment of fee(s)  Any concurrent of future reply that requires a petition for extension of time should be treated as incorporating an  |  |  |  |  |  |  |
| during the pendency of this application.  appropriate petition for extension of time and all required  |  |  |  |  |  |  |
| fees should be charged.  |  |  |  |  |  |  |
| FEE CALCULATION  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
| 1. EXTRA CLAIM FEES Extra Fee from Claims below Fee Paid   |  |  |  |  |  |  |
| Total Claims   |  |  |  |  |  |  |
| Independent Indepe |  |  |  |  |  |  |
| Claims 7 11 0 X 210.00   |  |  |  |  |  |  |
| Large Entity   Smell Entity  |  |  |  |  |  |  |
| Fee Fee Fee Fee Description  |  |  |  |  |  |  |
| Code (\$) Code (\$)  |  |  |  |  |  |  |
| 1202 50 2202 25 Claims in excess of 20 1201 210 2201 105 Independent claims in excess of 3   |  |  |  |  |  |  |
| 1203 370 2203 185 Multiple Dependent claim, if not paid  |  |  |  |  |  |  |
| 1204 810 2204 405 **Reissue independent claims over original patent **or number previously paid, if greater, For Reissues, see below   |  |  |  |  |  |  |
| 1205 810 2205 405 Reissue claims in excess of 20 and over original patent  SUBTOTAL (1) (\$) 0.00  |  |  |  |  |  |  |
| 2. ADDITIONAL FEES   |  |  |  |  |  |  |
| Large Entity Small Entity  |  |  |  |  |  |  |
| Fee Fee Fee Fee Code (\$) Fee Description Fee Poid   |  |  |  |  |  |  |
| Terrai   |  |  |  |  |  |  |
| 1051 130 2051 65 Surcharge - late filing fee or oath  1052 50 2052 25 Surcharge - late provisional filing fee or cover sheet.  |  |  |  |  |  |  |
| 2053 130 2053 130 Non-English specification  |  |  |  |  |  |  |
| 1251 120 2251 60 Extension for reply within first month  |  |  |  |  |  |  |
| 1252 460 2252 230 Extension for reply within second month 1253 1,050 2253 525 Extension for reply within third month   |  |  |  |  |  |  |
| 1254 1.640 2254 820 Extension for reply within fourth month  |  |  |  |  |  |  |
| 1255 2,230 2255 1,115 Extension for reply within fifth month 1401 510 2401 255 Notice of Appeal  |  |  |  |  |  |  |
| 1401 510 2401 255 Notice of Appeal   |  |  |  |  |  |  |
| 1403 1,030 2403 515 Request for oral hearing   |  |  |  |  |  |  |
| 1451 1,510 2451 1,510 Petition to institute a public use proceeding 1460 130 2460 130 Petitions to the Commissioner  |  |  |  |  |  |  |
| 1807 50 Processing fee under 37 CFR 1.17(q)  |  |  |  |  |  |  |
| 1806 180 1806 Submission of Information Disclosure Stmt  |  |  |  |  |  |  |
| 1809 810 1809 405 Filing a submission after final rejection (37 CFR § 1.129(a))  1810 810 2810 405 For each additional invention to be examined (37 CFR § 1.129(b))  |  |  |  |  |  |  |
| Other fee (specify) 0.00   |  |  |  |  |  |  |
| SUBTOTAL (2) (\$) 0.00   |  |  |  |  |  |  |
|  |  |  |  |  |  |  |

| SUBMITTED B       | <u>Y</u>    |     |                                      |        | Comp      | olete (if applicable) |
|-------------------|-------------|-----|--------------------------------------|--------|-----------|-----------------------|
| Name (Print/Type) | Jennifer Ha | yes | Registration No.<br>(Attorney/Agent) | 50,845 | Telephone | (408) 720-8300        |
| Signature         |             | //  |                                      |        | Date      | 04/09/08              |

Based on PTO/SB/17 (02-07) as modified by Blakely, Sokoloff, Taylor & Zafman (wir) 02/26/2007. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA/2/313-1450

Artorney's Docket No.: 006560.P015

In Re Application of:

**Patent** 

RESPONSE UNDER 37 C.F.R. § 1.116 **EXPEDITED PROCEDURE EXAMINING GROUP 3622** 

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

| In Re Application of:  | )  |
|--|--|
| Jonas L. Steinman  | )<br>)<br>Examiner: Duran, Arthur D.               |
| Application No: 10/043,888   | ) Art Unit: 3622                                   |
| Filed: January 10, 2002  | )  |
| For: METHOD AND APPARATUS FOR SERVING OR DELIVERING ADVERTISEMENTS FOR A WORLD WIDE PAGE   | ,<br>)<br>)<br>)<br>)                              |
| Mail Stop AF Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450  |  |
| AMENDMENT AND RESPONSE A   | AFTER FINAL ACTION                                 |
| Dear Sir:  In response to the Final Office Action da respectfully request that the above-identified apand that the following remarks be considered:                    |  |
| I hereby certify that this correspondence is being deposited wit mail with sufficient postage in an envelope addressed to the Co Alexandria, Virginia, 22313-1450, on: | th the United States Postal Service as first-class |
| April 9, 2008  Date of Deposit  Carrie Boccaccin   | <u></u>  |
| Name of Person Mailing Cor<br>Signature  | Date 19/08   |
| _  |  |

Jonas L. Steinman Serial No.: 10/043,888 Examiner: Duran, Arthur D. Art Unit: 3622